

# **NAVFAC Southwest**

## **Industry Forum Navy Gold Coast**

**August 13, 2014**

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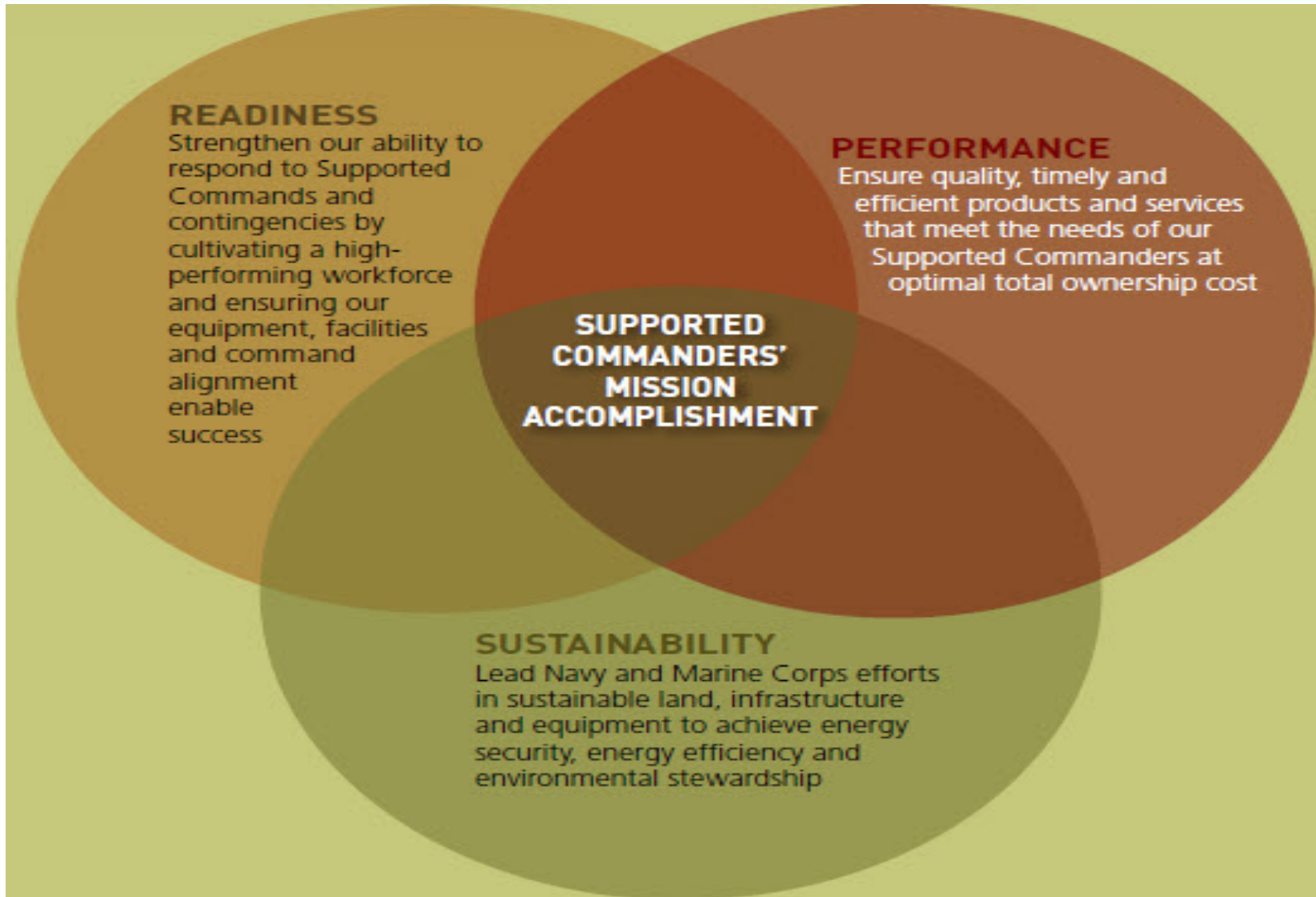
# Who is NAVFAC Southwest?



**Naval Facilities Engineering Command, Southwest, headquartered in San Diego, CA, provides all facilities acquisition, installation, engineering support, and base operating and maintenance services required to support Navy and Marine Corps Servicemen ashore throughout our six-state area of responsibility.**

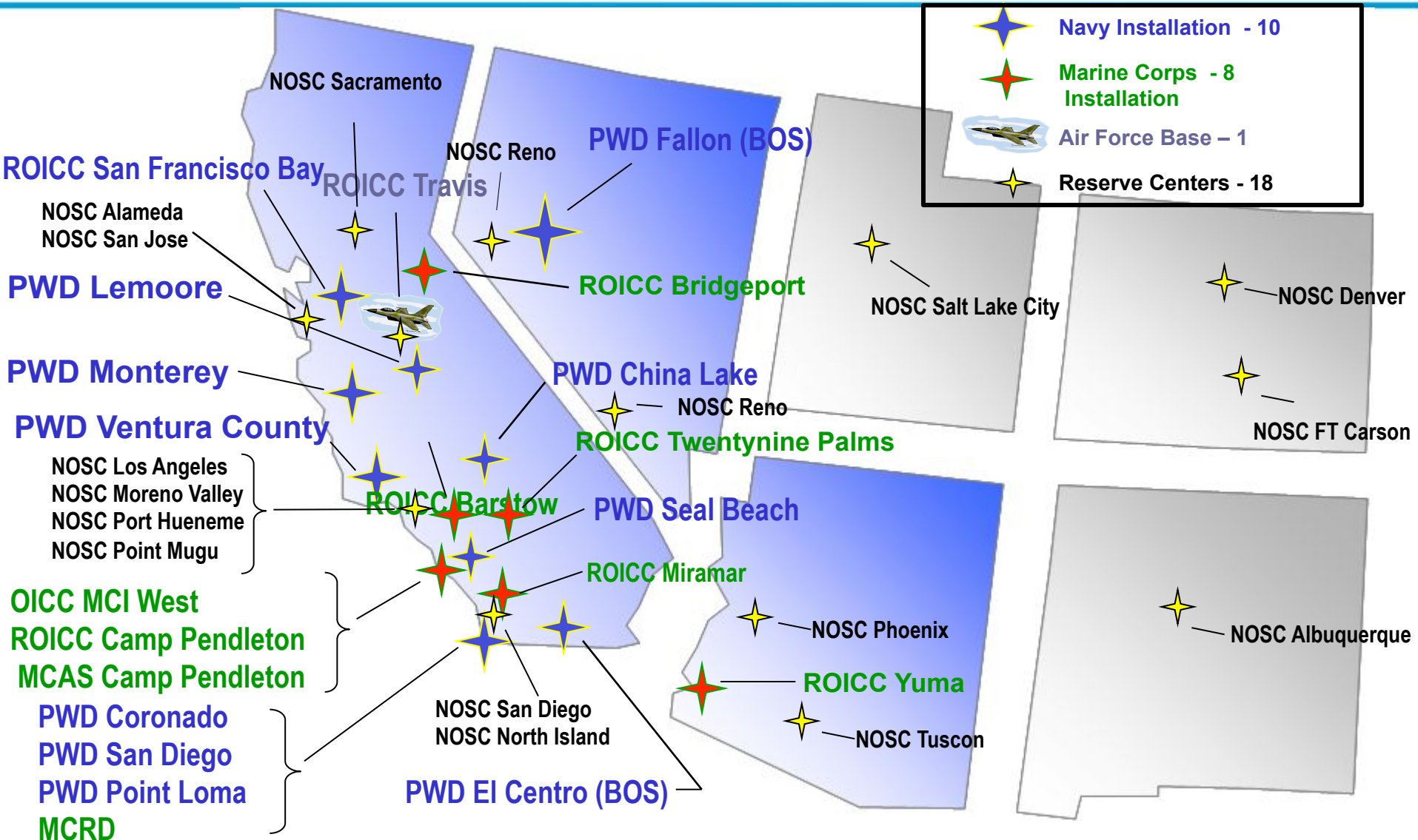


# NAVFAC Southwest Mission





# NAVFAC SW Area of Responsibility



# What NAVFAC Southwest Buys



## •Capital Improvements

- Construction Services
- Architect & Engineering Services
- Design In-House
- Specialized Technical Services
- Ocean Engineering

## •Environmental

- Environmental Planning/NEPA
- Environmental Compliance & Conservation
- Environmental Restoration
- Sustainable Solid Waste Management

## •Public Works

- Facility Sustainment
- Utility & Energy Management
- Base Operation and Maintenance
- Facility Services

## •Asset Management

- Real Estate
- Land & Installation Planning
- Facilities Planning
- Encroachment Management
- Facilities Integrated Logistics Support
- Real Property Acq, Mgmt & Disposal

# ***Types of Contracts***



- ***Basic Ordering Agreements (BOA)***  
***(Construction only)***
- ***Job Order Contracts (JOC)***  
***(Construction)***
- ***Base Operation and Support (BOS)***  
***(Services)***
- ***Multiple-Award Contracts***  
***(Construction, Environmental, and Services)***
- ***Indefinite Delivery Indefinite Quantity (IDIQ)***  
***(Construction, Environmental, Services,***  
***Architectural & Engineering Services)***
- ***Stand-Alone, Single Award Procurement***  
***(All types of services)***

# ***Multiple Award Contracts (MACs)***



- ***NAVFAC Southwest has MACs for***
  - ***Construction (MACC),***
  - ***Environmental (EMAC), and***
  - ***Services (MASC)***
- ***MACs are awarded based on SOURCE SELECTION***
  - ***Limited number of awards per MAC (usually 3 – 5)***
- ***Types of MACs at NAVFAC Southwest***
  - ***8(a) MACs***
  - ***HUBZone/SDVOSB***
  - ***SB***
  - ***Unrestricted***
  - ***Wide Scope of Work***
  - ***Narrow/Specialty Scope of Work***

*Procurement strategy  
is determined by  
Market Research and  
Agency need.*



# ***8(a) Tripwire Limitations***



- ***Applicable to all 8(a) sole-source awards (basic contracts and task orders)***
- ***Calculated on a FY basis***
- ***8(a) sole source awards limited to***
  - ***10 basic contracts***
  - ***\$15M aggregate obligation against sole source basic contracts.***
- ***Work on previously awarded sole source basic contracts (such as JOCs and sole source IDIQs) counts toward the \$15M limitation.***

## Top 10 NAICS Codes for FY2013

NAICS	Description	# of Actions	\$000	% of \$\$ spend
236220	Commercial and Institutional Building Construction	1725	450,118	33.20%
238220	Plumbing, Heating and Air Conditioning	248	145,856	10.76%
562910	Remediation Services	459	122,128	9.01%
561210	Facility Support Services	805	121,828	8.90%
237990	Heavy Civil Engineering Construction	150	100,995	7.45%
541330	Engineering Services	779	88,389	6.52%
237310	Highway, Street, and Bridge Construction	392	85,407	6.30%
237120	Oil and Gas Pipeline Construction	48	32,707	2.41%
561720	Janitorial Services	120	30,251	2.23%
237130	Power and Communication Line Construction	143	23,472	1.73%

**Totals for FY2013: 7,030 Actions, \$1,361,596,962.35**

# Top 10 NAICS Codes for FY2014 to date Oct 1, 2013 – July 31, 2014



NAICS	Description	# of Actions	\$000	% of \$\$ spend
236220	Commercial and Institutional Building Construction	788	169,121	28.64%
561210	Facility Support Services	612	90,259	15.29%
562910	Remediation Services	326	69,874	11.83%
541330	Engineering Services	517	47,385	8.02%
237310	Highway, Street, and Bridge Construction	190	28,877	4.89%
237130	Power and Communication Line Construction	82	22,609	3.83%
238220	Plumbing, Heating and Air Conditioning	163	22,569	3.82%
238990	All Other Specialty Trade Contractors	275	15,450	2.62%
237110	Water and Sewer Line and Related Structures Construction	92	14,882	2.52%
238160	Roofing Contractors	79	11,885	2.01%

**Totals for FY2014: 4,324 Actions, \$568,564,918.84**

## 2013 to FY 2014 Comparison

2013 NAICS	2013 Dollars (000)	2014 NAICS	2014 Dollars (000)
236220	450,118	236220	169,121
238220	145,856	561210	90,259
562910	122,128	562910	69,874
561210	121,828	541330	47,385
237990	100,995	237310	28,877
541330	88,389	237130	22,609
237310	85,407	238220	22,569
237120	32,707	238990	15,450
561720	30,251	237110	14,882
237130	23,472	238160	11,885
<b>7,030 Actions</b>	<b>\$1,361,597</b>	<b>4,324 Actions</b>	<b>\$568,564,919</b>

# So how is NAVFAC Southwest doing relative to SB awards?



Category	FY13 Prime Award Target (Goal)	FY13 Actual Prime Awards	FY13% above/below target
Small Business	36.00%	54.30%	50.8% Above
HUBZone	10.00%	11.55%	15.5% Above
SDVOSB	3.00%	5.08%	69.3% Above
SDB	22.83%	40.45%	77.2% Above
WOSB	6.50%	9.44%	45.2% Above

FY14 Prime Award Target (Goal)	FY14 Actual Prime Awards to date	FY14% above/below target
40.50%	63.86%	57.7% Above
10.00%	14.79%	47.9% Above
4.00%	4.97%	24.3% Above
29.00%	50.04%	72.6% Above
7.00%	15.48%	121.1% Above



# How to work with NAVFAC SW

## Basic instructions for new contractors



- **Step 1 – Determine your NAICS Codes** <http://www.census.gov/eos/www/naics/>
- **Step 2 – Register in SAM** <http://www.sam.gov>
- **Step 3 – If SB, Register in Dynamic Small Business Search database** <http://dsbs.sba.gov>
- **Step 4 – Monitor Solicitation Websites** <http://www.neco.navy.mil> <http://www.fbo.gov>
- **Use additional free resources available to you.**

# Register on Solicitation Websites



## Solicitation Websites

<http://www.neco.navy.mil>

(NECO)

<http://www.fbo.gov>

(Fed Biz Ops)

## Register for individual solicitations

- Prime Contractor
- Subcontractor
- Vendor
- Interested Party

A screenshot of the FEDBIZOPPS.GOV website. The header includes the site name "FEDBIZOPPS.GOV" and the tagline "Federal Business Opportunities". Below the header is a navigation bar with links: Home, Getting Started, General Info, Opportunities, and Agencies. The main content area features a search bar with the text "Search more than 19,100\* active federal opportunities." Below this are several dropdown menus for filtering: "Posted Date" (set to "Last 90 Days"), "Set-Aside Code" (set to "Any"), "Place of Performance" (set to "Any State or Territory"), and "Type" (set to "Any"). There is also a text input field for "Keyword / Solicitation #" containing "N62473" and a "Search" button. To the right of the search area, there is a section for "RECOVERY" with links to "SEARCH RECOVERY OPPORTUNITIES" and "SEARCH RECOVERY AWARDS". At the bottom of the search area, there is a link to "FBO RECOVERY REPORTS" and a note about "Notices posted within the last 90 days."

## Monitor solicitation websites

!

- spend at least one hour per week mining sites.

# Forecasting Tools



**Sources Sought Announcements**

**Requests for Interest**

**Industry Forums**

**Publicized Forecast Announcements for MILCON and other special programs.**

**Special Notices publicized on solicitation websites.**

# Marketing Tips



## DO YOUR HOMEWORK!

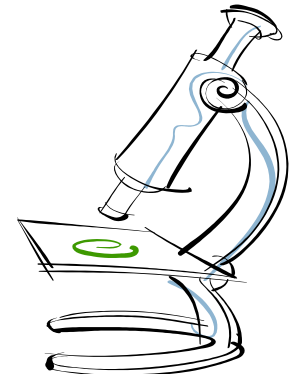


- Know your customers **BEFORE** you approach them.
- Never ask a potential customer what they do. You need to know this in advance!
- Know your customer needs and buying habits
- Approach with a **SOLUTION** to an identified need
- Speak your customer's language
  - State customer use State terms
  - Federal customer use Federal terms
  - Commercial customers use industry term
- Adapt your marketing strategy to fit your customer
  - Marketing should **NOT** be one-size-fits-all
- Make an appointment – **do not drop in.**



## When asked, “What do you do?”

- Don't say “Everything.”
- Don't say “I'm a general contractor.”
- \* What you say may not be what your potential customer hears.
- Don't lead with your socio-economic certifications.
- **Don't ask for sole source work!**
- **FOCUS!!!!**
- Focus on your **IN-HOUSE capabilities**
- Be able to describe your core competencies
- What sets you apart from your competition?
- Be able to describe your previous work in terms that will relate to the customer's current needs.





# Marketing Materials



## Business Cards:

- Use both sides.
- Make it **INFORMATIVE**, not just a piece of paper

## Statement of Qualifications:

- Be **SUCCINCT! Focus on in-house capabilities.**
- **No more than TWO (2) Pages (single sided)**
- Focus on work within the last five years
- Provide references with POC information
- List socio-economic certifications, professional licenses, NAICS codes, CAGE and DUNS numbers.
- What makes you unique and better than your competition? Why should the customer hire your firm?

# Common Mistakes in Marketing Materials



- Too long.
  - Tries to cover too much material
  - Poorly organized information
  - Too generic
  - Takes credit for work not performed by firm giving presentation (work experience from employees while working for another firm).
  - Missing information (NAICS, bonding, CAGE, DUNS, socio-economic certifications, licenses, etc.)
  - Past performance references either too lengthy or too short.
  - Information not relevant to customer buying needs or procurement authority
- Lacks focus*

# Dynamic Small Business Search Database



## Dynamic Small Business Search Database:

- Update frequently as info for your firm changes
- Capabilities narrative
- Performance History (References)

**SBA Search Results**

Table Listing, where  
the firm is small in any of these NAICS codes: 541620;  
the profile location is in: Kentucky;  
the profile's status is Active;  
at least one word of the Capabilities Narrative, Special Equipment/Materials or Keywords is mold;  
and randomized by original start time of search: 2014-03-18 06:11:49 PM.

Data validation took 0.01 seconds. The count and search queries took 0.46 seconds and 0.48 seconds, respectively.

Displaying profiles 1 - 8 (of 8 profiles matching criteria):

View	Name and Trade Name of Firm	Contact	Address and City, State Zip	Capabilities Narrative
1	<a href="#">INTERSTATE ENVIRONMENTAL SERVICES, INC.</a>	MARK YOUNKIN	<a href="#">83 ROY GLOVER RD GLASGOW, KY 42141-8866</a>	
2	<a href="#">DOUGLAS W PETERS &amp; ASSOCIATES, INC</a> ENVIRONMENTAL HEALTH MANAGEMENT	DOUGLAS PETERS	<a href="#">3701 TAYLORSVILLE RD STE 1 LOUISVILLE, KY 40220-1351</a>	Environmental Health Management provides Industrial Hygiene, Safety, and Environmental Services. Our services include asbestos/lead/mold project design and management, indoor air quality surveys, OSHA compliance audits, and industrial hygiene surveys.
3	<a href="#">ABATEMENT SOLUTIONS TECHNOLOGIES, INC.</a> MOLD EXIT	CHARLES RISSMAN	<a href="#">4800 STRAWBERRY LN STE B LOUISVILLE, KY 40209-1455</a>	
4	<a href="#">TRIECO LLC</a>	NEIL TALWAR	<a href="#">7710 SPRINGVALE DR STE 201 LOUISVILLE, KY 40241-2745</a>	Hazardous, Radioactive Waste Management Asbestos, Lead, Mold and Fungi Remediation Environmental Site Remediation Monitoring Well Installation Waste Treatment Services UST Removals
5	<a href="#">AMERIPHYSICS ENERGY, LLC</a>	GARY Stone	<a href="#">389 WALLER AVE STE 210 LEXINGTON, KY 40504-2900</a>	Ecological & mining restoration, environmental remediation, radiological decommissioning, radiological disposal, demolition, mold, asbestos, lead paint, energy upgrade, HVAC, building renovation, civil earth work, general construction, roads.
6	<a href="#">Wireman's Construction &amp; Excavation</a>	WILBUR WIREMAN	<a href="#">6055 Falcon Rd Salversville, KY 41465-9137</a>	asbestos, demolition, excavation, mold
	<a href="#">THE EVERGREEN GROUP INC</a>	KRIS J.	<a href="#">7416 HWY STE 329</a>	Env.Audits&Permitting;OSHA Training&Consulting;Underground Storage Tank Mgt;Soil,Water,Pb,Mold&Asbestos

Last modified: 05/23/2013 12:00:00 AM

> FirstGov > E-Gov > Regulations.gov > White House  
 \* Privacy & Security \* Information Quality \* FOIA \* No Fear Act \* ADA

SBA Processing: 1.156 seconds Version: SBSS 8.1.1  
 Session timeout in 57 minutes.

Trusted sites | Protected Mode: Off

# Additional Resources



## **Small Business Administration**

**<http://www.sba.gov>**

## **Procurement Technical Assistance Center**

**<http://www.dla.mil/SmallBusiness/Pages/ProcurementTechnicalAssistanceCenter.aspx>**

## **DoD Small Business Professionals**

**[http://www.acq.osd.mil/osbp/doing\\_business/DoD\\_Contracting\\_Guide.htm](http://www.acq.osd.mil/osbp/doing_business/DoD_Contracting_Guide.htm)**

## **NAVFAC Small Business Websites**

**<https://smallbusiness.navfac.navy.mil>**

**[https://portal.navfac.navy.mil/portal/page/portal/navfac/navfac\\_ww\\_pp/navfac\\_navfacsw\\_pp/sw\\_sb](https://portal.navfac.navy.mil/portal/page/portal/navfac/navfac_ww_pp/navfac_navfacsw_pp/sw_sb)**

# Questions?

